



*Fairmont*  
HOTELS & RESORTS

FAIRMONT MAGAZINE  
LOCAL RATE CARD 2011



Published by

spafax



## FAIRMONT MAGAZINE LOCAL RATE CARD 2011

### INTRODUCTION



**Our mission is to turn moments** – time spent with the magazine – into memories for our readers, Fairmont's guests. The magazine creates distinctive emotional connections with readers by engaging them with authentic content that speaks to them as travellers and is relevant to their lifestyle and experiences in the world at large.

A reader's experience of Fairmont magazine confirms their choice of Fairmont as a brand that represents who they are, a brand they can trust, and it places that brand in the wider world.

Fairmont is a consumer lifestyle magazine published twice a year designed to inspire readers and showcase the finer things in life. In every issue we try to take a unique approach to bringing reader value and engagement covering:

- **Art & Design**
- **Wellness**
- **Travel**
- **Fashion**
- **Sport**
- **Culture**
- **Food and Drink**
- **Technology**
- **Experiences**

#### Fairmont Awards:

- 2009 North American Travel Journalists Association – Grand Prize, Photography, Alex Farnum, "The Full Maui," Fall/Winter 2010 issue
- 2009 Procter & Gamble Beauty and Grooming Awards – Finalist: Best Beauty Feature in a Magazine or Newspaper, for Jean-François Légaré, "Tailor-Made London," Fall/Winter 2010 issue
- 2009/10 Pearl Awards, Custom Publishing Council (US) – 2009 Bronze Award: Most Improved Publication (Editorial), 2010 Silver Award: Design, Best Cover
- 2009 I Love Ed Awards (UK) – Finalist: Best Travel Leisure Title
- 2009 Ozzie Awards, Folio: Magazine (US) – Gold Award: Best Redesign, Custom (Design)

**Fairmont Hotels & Resorts** are known not only for their elegant properties but also for their unparalleled service. What began as one hotel in 1906 has grown into one of the leading hotel companies of the world, with luxury properties in the most spectacular locations across North America, the Middle East, Africa, Mexico, Central America, Europe, and the Caribbean. Fairmont Hotels & Resorts have earned the loyalty of their guests by exceeding expectations and providing warm and personal service in distinctive surroundings.





## FAIRMONT MAGAZINE LOCAL RATE CARD 2011

### ADVERTISING RATES, CLOSING DATES & SPECIFICATIONS



#### Advertising Rates - Full Page

**One-time Rate**                \$5,200

**Two-time Rate**             \$4,680

#### Closing Dates - April & October

	Ad Close	Materials Close
<b>April</b>		
	March 3, 2011	March 9, 2011
<b>October</b>		
	September 14, 2011	September 21, 2011

#### Full Page Specifications



**Full Page**

Ad size: 9.75" x 11.25"

With bleed: 10" x 11.5"

Type safety area: 8.75" x 10.25"

Non-bleed ad size: 8.75" x 10.25"



## FAIRMONT MAGAZINE LOCAL RATE CARD 2011

### FILE REQUIREMENTS & DELIVERY PROCEDURES

#### File requirements:

PDF/X-1 with fonts embedded, all pictures saved in CMYK.

Ad file details:

Font: Minimum 6 pt type font,  
Minimum 8 pt reverse type font

Rules: Do not use any hairline rules  
Black rules: 1/4 pt minimum  
Colour rules: 1/2 pt minimum

Photos: 300 dpi CMYK mode.  
Maximum density 300.

Colours: CMYK colours only.  
NO PANTONE COLOURS!

Rich blacks: Use 100K combined with 40C to provide rich black

Please offset crop marks and colour bars by .25".

Proof: SWOP certified colour proofs.  
Proofs should include colour bars with 25%, 50%, 75% and solid areas for each colour. Provide same size (100%) as file submitted. Include bleeds and trims.

Spafax Canada will not be responsible for colour reproduction or any other deviation from original proofs without a SWOP colour proof.

#### Delivery procedures

**Spafax Canada**  
1179 King Street West, Suite 101  
Toronto, ON, M6K 3C5  
Phone: 416-350-2426  
Attention: Mary Shaw, Production Manager

Files can be delivered electronically to our FTP site. A SWOP proof is still required. Please compress all files prior to transmission to minimize potential corruption errors.

**Address:** <ftp2.spafax.com>  
**User Name:** fairmont  
**Password:** spafax123

Upon posting ad file to FTP site, please email the file name and low-res PDF (for placement only) to: [mshaw@spafax.com](mailto:mshaw@spafax.com).



# FAIRMONT MAGAZINE LOCAL RATE CARD 2011

## READER DEMOGRAPHICS

### Reader Demographics

	Total Readers	U.S. Readers	Canadian Readers
<b>Gender</b>			
Male	46.7%	49.4%	44.3%
Female	53.3%	50.6%	55.7%
<b>Age</b>			
Average Age	46.6	48.9	45.2
<b>Income/Net Worth</b>			
Average HH Income	\$248,000	\$291,000	\$216,000
Average HH Net Worth	\$1,494,000	\$1,901,000	\$1,179,000
<b>Education</b>			
Attended College	92.5%	97%	90.7%
Graduated College	81.6%	85.6%	79.6%
Postgraduate Degree	37.3%	44.8%	33%
<b>Marital Status</b>			
Married	68.8%	74.3%	64.9%
Not Married	31.2%	25.7%	35.1%
<b>Employment</b>			
Employed	87.3%	82.9%	90%
Managerial/Professional	70.3%	69.6%	71%

Source: Monroe Mendelsohn Research Report 2008



# FAIRMONT MAGAZINE LOCAL RATE CARD 2011

## HOTEL ROOMS



### Canada

	# of rooms
The Fairmont Algonquin, St. Andrews By-the-Sea	237
The Fairmont Banff Springs	778
The Fairmont Chateau Lake Louise	571
The Fairmont Château Laurier, Ottawa	484
The Fairmont Chateau Whistler	615
The Fairmont Empress, Victoria	517
The Fairmont Heritage Place, At Nature's Door	20
The Fairmont Hotel Macdonald, Edmonton	199
The Fairmont Hotel Vancouver	595
The Fairmont Jasper Park Lodge	451
Fairmont Kenuk at Le Château Montebello	211
The Fairmont Le Château Frontenac, Quebec City	663
The Fairmont Le Château Montebello	211
The Fairmont Le Manoir Richelieu, Charlevoix	424
The Fairmont Palliser, Calgary	453
The Fairmont Pacific Rim, Vancouver	377
The Fairmont Queen Elizabeth, Montreal	1,125
The Fairmont Royal York, Toronto	730
The Fairmont Tremblant	342
The Fairmont Vancouver Airport	427
The Fairmont Waterfront, Vancouver	949
The Fairmont Winnipeg	378

**Total** 10,737

### United States

	# of rooms
The Fairmont Battery Wharf, Boston	150
The Fairmont Chicago	691
The Fairmont Copley Plaza, Boston	442
The Fairmont Dallas	551
Fairmont Heritage Place, Ghirardelli Sq., San Francisco	41
Fairmont Heritage Place, Inspiration	75
The Fairmont Kea Lani, Maui	450
The Fairmont Miramar Hotel, Santa Monica	302
The Fairmont Newport Beach	444
The Fairmont Olympic Hotel, Seattle	450
The Fairmont Orchid, Hawaii	585
The Fairmont Pittsburgh	180
The Fairmont San Francisco	591
The Fairmont San Jose	808
The Fairmont Scottsdale Princess	651
The Fairmont Sonoma Mission Inn & Spa	226
Fairmont Heritage Place Franz Klammer Lodge, Telluride	63
The Fairmont Turnberry Isle Resort & Club, Miami	407
The Fairmont Washington D.C.	418
The Plaza, A Fairmont Hotel, New York	282

**Total** 7,552

### Europe, Middle East, Africa & Asia

	# of rooms
The Ark Lodge	60
The Fairmont Bab Al Bahr	369
The Fairmont Dubai	482
Fairmont Grand Hotel Kyiv*	257
Fairmont Heliopolis, Cairo	588
Fairmont Heliopolis Towers, Cairo	247
Fairmont Hyderabad, India*	350
Fairmont Jaipur, India*	248
Fairmont Le Montreux Palace, Switzerland	235
Fairmont Makati, Philippines*	300
Makkah Clock Royal Tower, A Fairmont Hotel	858
Fairmont Mara Safari Club	50
Fairmont Monte Carlo	644
Mt. Kenya Safari Club	116
Fairmont Nile City, Cairo	574
Fairmont Peace Hotel, Shanghai	200
Fairmont Singapore	769
Fairmont St. Andrews, Scotland	192
Fairmont The Norfolk, Kenya	167
Fairmont Hotel Vier Jahreszeiten, Hamburg	157
Fairmont Yangcheng Lake, Kunshan	210
Fairmont Zanzibar	109
Fairmont Zimbali lodge, KwaZulu-Natal	76
Fairmont Zimbali Resort	157
The Savoy, A Fairmont Hotel, London	263

**Total** 7,678

### Bermuda, Caribbean & Central America

	# of rooms
The Fairmont Acapulco Princess	1,017
The Fairmont Hamilton Princess, Bermuda	513
The Fairmont Heritage Place, Acapulco Diamante	35
The Fairmont Mayakoba, Riviera Maya	401
The Fairmont Pierre Marques, Acapulco	335
The Fairmont Royal Pavilion, Barbados	72
The Fairmont Southampton, Bermuda	674

**Total** 3,012

\*Scheduled to open in 2011



## TERMS & CONDITIONS

- 1.1 Application**  
(a) Every Agreement shall be subject to the following Terms & Conditions.  
(b) Spafax is not bound by any condition, printed or otherwise, appearing on contracts, Insertion Orders or copy instructions that are in conflict with the Terms & Conditions set out herein.
- 1.2 Definitions and Interpretations**  
(a) "Advertisement" – includes any commercial, ad, flyer, poster, insertion, announcement, picture, photograph, digital media, product sample, recording, pamphlet, printed material or other promotional material referred to in the Insertion Order.  
(b) "Advertisement Materials" – includes all videos, photographs, recordings, product samples, printed and other promotional materials required by Spafax to Exhibit Advertisements.  
(c) "Advertiser" – includes any person, company, corporation, partnership or other business entity entering into an Insertion Order with Spafax.  
(d) "Agreement" – means the Insertion Order executed by Spafax and an Advertiser including the Terms & Conditions set out herein.  
(e) "Campaign Dates" – means the period of Exhibition of the Advertisement(s).  
(f) "Exhibit" – means the placement, publication, printing, showing, broadcasting, insertion or distribution of any or all of the Advertisers' advertisement(s) in accordance with the Insertion Order.  
(g) "Material Due Date" – means the date upon which all Advertising materials must be submitted to Spafax in accordance with the Insertion Order.  
(h) "Rate Card" – means the Advertisement pricing list published by Spafax.  
(i) "Spafax" – means Spafax Canada Inc.
- 1.3** Spafax shall Exhibit Advertisement(s) in accordance with the terms and provisions of this Agreement.
- 1.4** There are not and will not be any verbal statements, representations, warranties, undertakings or agreements between the parties with respect to this Agreement.
- 1.5** This Agreement may not be amended or modified by the Advertiser in any respect except by written instrument signed by the Advertiser and Spafax.
- 1.6** No waiver or modification of any of the terms of this Agreement shall be valid unless the same is reduced to writing and signed by the parties hereto.
- 1.7** The Advertiser shall, prior to the Material Due Date stipulated in the Insertion Order, deliver all Advertisement materials to the following address:  
  
Spafax Canada Inc.  
1179 King Street West, Suite 101  
Toronto, ON M6K 3C5  
Attention: Production Manager
- 1.8** Spafax cannot guarantee priority positioning or quality control checking for any Advertisement materials received after the Material Due Date stipulated in the Insertion Order.
- 1.9** All Advertisement materials shall be submitted to Spafax in a form specified by Spafax from time to time.
- 1.10** All Advertisements must be delivered to Spafax free and clear of all charges, including courier, delivery and shipping fees.
- 1.11** The Advertiser warrants that the Advertiser has the right and is authorized by law to Exhibit all Advertisement(s) contracted for in the Insertion Order.
- 1.12** Advertisers and advertising representatives are wholly responsible for content materials contained in Advertisement. The Advertiser agrees to reimburse and compensate Spafax for any legal and court costs incurred in the event of a lawsuit or proceeding that may result due to the content of aforementioned Advertisement(s).
- 1.13** The Advertiser warrants that the Advertisement(s) are not obscene, libellous, blasphemous or offensive to any religion or culture. The Advertiser warrants that all commercial materials meet the Television and Broadcasting Associations standards and adhere to their code of practice.
- 1.14** Spafax reserves the right to refuse or delay any advertisement for any reason, and/or to make any necessary corrections and/or revisions without notice to the Advertiser. Spafax will not be held responsible for content of any advertisement received that requires translation.
- 1.15** The Advertiser has the right to replace and/or change any Advertisement referred to in the Insertion Order prior to the Material Due Date.
- 1.16** Spafax reserves the right to add the word(s) "advertisement" or "Advertising supplement" to the top or bottom of Advertisements, paid or sponsored content, that could be confused with Spafax's editorial content or programming.
- 1.17** Advertisements published in editorial form will be clearly noted as a paid advertisement.
- 1.18** The Advertiser acknowledges and agrees that Advertisements may be Exhibited on alternative dates and times than those set out in the Insertion Order.
- 1.19** Spafax will not keep or store any original advertising material after one month of the last date of Exhibition.
- 1.20** No discount will be given in the event of an error in Advertisement that does not affect or influence the content of the Advertisement. In the event that Spafax is responsible for an error in the Exhibition of an Advertisement, the Advertiser will be eligible to have the aforementioned Advertisement Exhibited again, in accordance with the original Insertion Order at a new time to be determined by Spafax.
- 1.21** All information contained within is subject to change without notice. Please contact your National Account Manager for the most current information.
- 1.22** All payments are to be made payable to the office of publication, as set out in the Insertion Order, in Canadian funds.
- 1.23** The Advertiser agrees to pay all invoices within thirty (30) days of issue. If invoices are not paid within thirty (30) days, Advertisers will be charged 2.5% interest per month thereafter. Spafax reserves the right to terminate the Agreement at any time upon default by the Advertiser in the payment of any amounts due or owing under the Agreement.
- 1.24** In the event that the Advertisement materials are not delivered to Spafax in accordance with the Agreement, the Advertiser will remain liable for all amounts due and owing under the terms of the Insertion Order.
- 1.25** Notwithstanding any contract or arrangement between the Advertiser and any third party, the Advertiser is deemed to enter into the Insertion Order as a principal and shall be liable to Spafax for the performance of all obligations set out in this Agreement including, without any limitation, the payment of all sums of money incurred, due and owing by the Advertiser pursuant to this Agreement.
- 1.26** This Agreement may be terminated by either party by giving 2 months notice in writing prior to the first Campaign Date as set out in the Insertion Order. No cancellations will be accepted after the Ad space closing.
- 1.27** Insertion Orders contracting space for covers and special positions are non-cancellable.
- 1.28** This Agreement shall be governed, construed and enforced exclusively in accordance with the laws of the Province of Ontario. The parties hereto hereby irrevocably attorn to the jurisdiction of the Courts of the said province.

## Contacts



### Spafax Canada Inc.

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